

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**Applicants:** Hubbard *et al.***Conf. No.:** 4393**Serial No.:** 09/998,111**Art Unit:** 3622**Filing Date:** 11/30/2001**Examiner:** Duran, Arthur D.**Title:** SYSTEM AND METHOD FOR
PRESENTING MARKETING
CONTENT ON A WEB PAGE**Docket No.:** CA920000060US1
(IBMR-0111)

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

Sir:

I. INTRODUCTORY COMMENTS:

This paper is being filed in response to the Office Action dated July 7, 2004. Please
amend the above-referenced patent application as follows:

Amendments to the Claims are reflected in the listing of claims that begins on page 2 of this
paper.

Remarks begin on page 18 of this paper.